From:	Kent Smith
To:	Jose Gonzalez
Subject:	FW: Street Plus
Date:	Friday, September 18, 2015 8:03:08 AM
Attachments:	scan0025.pdf
Importance:	High

Please process this payment.

Kent Smith
Executive Director
LA Fashion District BID
110 E. 9th Street, Ste. A-1175
Los Angeles, CA 90079
213.488.1153 Ex. 712
kent@fashiondistrict.org

From: Lauren Schlau [mailto:laurens@lsconsult.com]
Sent: Thursday, September 17, 2015 3:43 PM
To: Kent Smith <kent@fashiondistrict.org>
Cc: 'David Downey' <David.Downey@ida-downtown.org>; 'Kerry Morrison' <Kerry@hollywoodbid.org>
Subject: FW: Street Plus
Importance: High

Hi all: I have been carrying $7183.86 of hotel charges for the Homelessness Forum on my credit card but now need to be reimbursed. Bill is attached.

In the end we secured another $500 from Streetplus but nothing from any other BIDS or IDA (see below).

Thus

Income	
Reg fees:	$2800
SP sponsorship	3000
Total Income	5800
Expense	$7184
Expense over Income	**$1384**

Thus this cost CDA over $1300 to put on. There were many benefits including I think at least one new member. That said, this should have been at least break even and behooves us going forward to make sure we are charging sufficiently for such event – always, always need a contingency for unanticipated expenses (as I tried to include)….

Kent if you can send me a check at earliest convenience I'd greatly appreciate it.

Thx Lauren

From: Kerry Morrison [mailto:Kerry@hollywoodbid.org]
Sent: Thursday, August 06, 2015 10:24 AM
To: Lauren Schlau
Subject: Re: Street Plus

Do you want to show this to Jessica before she asks street plus

Sent from my iPhone

On Aug 6, 2015, at 10:15 AM, Lauren Schlau <laurens@lsconsult.com> wrote:

> FYI in thinking about this further I am going to ask IDA to make up the difference of about $300 for the fees they took out.
>
> Therefore this would be the accounting so far:
>
> Expenses $7200
>
> Fixed Income
> Registration 2800
> Streetplus 2500
> Subtotal 5300
>
> Shortfall $1900
>
> Additional Potential Income
> Speaker meals (45 X 5) 225
> Streetplus 1000
> IDA 300
> Subtotal $1525
>
> Remaining shortfall 375
>
> Contributions from BIDs $375
>
> -----Original Message-----
> From: Kerry Morrison [mailto:Kerry@hollywoodbid.org]
> Sent: Wednesday, August 05, 2015 5:41 PM
> To: Jessica Lall
> Cc: Lauren Schlau (laurens@lsconsult.com)
> Subject: Street Plus
>
> Jessica, I am working with Lauren to reconcile our final expenses.

Because we had so many people, and we ended up having to use AV and their projector, our expenses exceeded revenue by 1200.

So, we are thinking of going out to the larger BIDS to help divide up the shortfall...but I wanted to check with you to see if Street Plus might be willing to help a bit more, and then we could fill in the gap.

They have already been super generous. We probably should have priced this more around $50/person.

Thoughts?
Kerry

KERRY MORRISON
Executive Director

[Hollywood Property Owners Alliance]
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